

Message Text

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PAGE 01 BRUSSE 06111 071604Z

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ACTION EUR-12

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FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 4362

USDOC WASHDC

INFO AMCONSUL ANTWERP

AMEMBASSY LUXEMBOURG

AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 06111

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT: COUNTRY COMMERCIAL PROGRAM: FY75 SECOND SEMESTER REPORT

REF: BRUSSELS 9616 OF 12/6/74

1. SUMMARY: SECOND SEMESTER OF EMBASSY'S FIRST CCP LARGELY ORIENTED AROUND TRAVEL AND CONSUMER-GOODS PROMOTION, US PARTICIPATION IN PARIS AIR SHOW, AND MAJOR MARKET RESEARCH EFFORTS. NON-CAMPAIGN TRADITIONAL SERVICES HAVE SLACKENED, BUT WORK ON BEHALF RESIDENT STATE OFFICES IS INCREASING.

2. CAMPAIGN ACCOMPLISHMENTS WERE AS FOLLOWS:

(A) CAMPAIGN NO. 1 - COMPUTERS AND COMPUTER-RELATED PRODUCTS. INVITATIONS ISSUED TO TOTAL OF 40 KEY BELGIAN BUSINESSMEN TO ATTEND CAMPAIGN-RELATED SHOWS AT THE LONDON TC, PLUS 50 OTHERS TO PROMOTE NATIONAL COMPUTER CONFERENCE, MAY 1975 IN ANAHEIM, CALIFORNIA. DEVELOPED THREE TO S DURING REPORTING PERIOD.

(B) CAMPAIGN NO. 2 - POLLUTION CONTROL EQUIPMENT. AFTER CANCELLATION OF SCHEDULED USDOC TRADE MISSION, EMBASSY DEVELOPED IN-HOUSE PROMOTION PROGRAM BASED ON MULTI-PURPOSE BUSINESS CALLS AND TO DEVELOPMENT. EFFORT RESULTED IN EIGHT NEW PROSPECTS TO ATTEND FRANKFURT TC SHOW IN APRIL (INCLUDING SECRETARIES GENERAL OF TWO MAJOR INDUSTRY FEDERATION ENVIRONMENT GROUPS, "ANTI-POL" AND "ECO-CHEM", AND 6 TO'S.

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PAGE 02 BRUSSE 06111 071604Z

(C) CAMPAIGN NO. 3 - ELECTRONIC PRODUCTION EQUIPMENT. PROMOTION

OF BELGIAN ATTENDANCE AT EIGHT TRADE SHOWS DURING PERIOD AT
NEARBY TC S AND IN U.S. FIVE TO S.

(D) CAMPAIGN NO. 4 - FPP EQUIPMENT. PROMOTION OF NAFEM 75 SHOW
IN U.S. IN SEPTEMBER, WITH SPECIAL MAILING TO 45 SELECTED PROSPECTS.

(E) CAMPAIGN NO. 5 - CONSUMER GOODS. EFFORTS CENTERED ON
ORGANIZING, PLANNING, AND PROMOTING IN-STORE PROMOTION OF U.S.
GOODS IN COLLABORATION WITH SEARS GALERIES ANSPACH IN APRIL.
EMBASSY ALSO GAVE PUBLICITY ASSISTANCE TO INAUGURATION OF SEARS
CATALOG SERVICE AT SAME STORES IN MARCH. GALERIES ANSPACH
MANAGEMENT REGARDS BOTH EFFORTS AS SUCCESSFUL PRELUDE TO INCREASED
SALE OF U.S. CONSUMER GOODS IN BELGIU. POST ALSO PROMOTED RELEVANT
SHOWS AT NEARBY TC S AND ISSUED OVER 40 INVITATIONS TO BELGIAN
BUSINESS PROSPECTS TO ATTEND NATIONAL HOUSEWARES AND TEXPO 75 SHOWS,
HELD IN US DURING REPORTING PERIOD. DURING SAME PERIOD, EMBASSY
DEVELOPED 30 TO S IN THIS PRODUCT CATEGORY.

(F) CAMPAIGN NO. 6 - LAB EQUIPMENT. EMBASSY PREPARED AND
SUBMITTED MAJOR GMS RESEARCH PAPER ON LAB INSTRUMENTS. ALSO
PUBLICIZED TWO RELEVANT TC SHOWS, AND DEVELOPED EIGHT TO S.

(G) CAMPAIGN NO. 7 - AVIONICS. PRIMARY EFFORT CENTERED ON BELGIAN
ATTENDANCE AT PARIS AIR SHOW. EMBASSY DEVELOPED THREE FULL DAYS
OF APPOINTMENTS FOR VISITING USDOC REP, DEVELOPED SIX ADDITIONAL
PROSPECTS THROUGH REPFIND PROGRAM, AND OBTAINED OVER 80 GUESTS
AT AMBASSADOR S JUNE 4 RECEPTION AT U.S. PAVILLION. OFF-THE-FLOOR
SALES AT SHOW ESTIMATED AT DOLS7.8 MILLION WITH DOLS91.8 MILLION
PROJECTED OVER NEXT TWELVE MONTHS.

(H) CAMPAIGN NO. 8 - VISIT USA. DURING REPORTING PERIOD, AMBASSY
(COMMERCIAL SECTION AND USIS) HELD TWO PROMOTIONAL EVENTS AT
AMERICAN CULTURAL CENTER, FOCUSSED ON SOUTHERN AND SOUTHWESTERN
U.S. BOTH EVENTS WELL-ATTENDED BY LOCAL TRAVEL AGENTS AND AIR
CARRIERS. EMBASSY ALSO DIRECTLY ASSISTED IN ORGANIZATION OF
BELGIAN BUSINESS/TOURIST VISIT TO FLORIDA IN MAY.

3. NON-CAMPAIGN ACTIVITIES. TREDD NOTED REFTEL TOWARDS DIMINISHING
VOLUME OF TRADITIONAL SERVICES HAS CONTINUED. FOR FY75 AS A WHOLE,
FOR EXAMPLE, ADS S ARE DOWN 50 PERCENT AND WTDR S DOWN BY ALMOST
ONE-THIRD (SOME OF THIS DECREASE MAY BE DUE TO CURRENT
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PAGE 03 BRUSSE 06111 071604Z

ECONOMIC RECESSION, HOWEVER). REFLECTING STEPPED-UP TRADE
OPPORTUNITY EFFORT IN FY75, TO S TOTALLED 202 BY SIC NUMBER
FOR THE YEAR, DESPITE SHARP DROP IN BELGIAN IMPORTS OVER THIS
PERIOD. EMBASSY ALSO PERFORMING INCREASING VOLUME OF SERVICES
FOR 10 RESIDENT STATE OFFICES, PARTICULARLY IN TO DISSEMINATION
(ABOUT 4,500 IN FY75). THIS ASPECT OF COMMERCIAL SECTION
OPERATION SEEMS LIKELY TO INCREASE FURTHER IN FY76, WITH
ADDED DISSEMINATION OF TO S FROM MIDDLE EASTERN POSTS, PLUS

ASSUMPTION OF SOME LIAISON DUTIES FORMERLY HANDLED BY EMBASSY S
INDUSTRIAL DEVELOPMENT OFFICE.
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